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**For-Hire Taxicab Advisory Group (TAG)
Tuesday, August 17, 2010 2:00 PM
140 West Flagler Street, Room 908**

AGENDA

- 1. Welcome and Introductions**
- 2. Recognition & Presentation Off-Street Parking**
- 3. Approval of Minutes of 4/27/10**
- 4. Chauffeur of the Quarter 2010 (2nd Quarter)**
- 5. Taxicab Stand Update**
- 6. Operations – BOD**
- 7. Legislative Updates:**
 - Commissioner Martinez' Proposed Ordinance
 - Sunpass Ordinance
- 8. Underserved and South Dade Areas**
- 9. TAG Membership Subcommittee**
- 10. Adjournment**

Remaining 2010 Meeting Date: October 26, 2010

Minutes of the Taxicab Advisory Group (TAG)

April 27, 2010 - 2:30 PM

140 W. Flagler Street, Room #908

Members Present:

Les Eisenberg	PSC Principal
Diego Feliciano	License Holder
Jerry Moskowitz	PSC Principal
William Samek, Ph.D.	Consumer/Chairperson
Monica Beltran	MIA Representative
Ilene Hyams	Office of ADA Coordination Representative
Robert Singer	Consumer

Members Absent:

Eugenio Rivas	Driver Representative
Fred Wong, Jr.	Seaport Representative
Dawood Akhtar	Chauffeur
Rolando Aedo	Visitor Industry Representative

Staff Present:

Joe Mora	Director, PTRD
David Iglesias	Legal Advisor
Steven Bobes	AO3, PTRD
Ivan Cotayo	Taxi Stand Coordinator
Bridgette Newsome	Secretary, PTRD

Dr. Samek called the meeting to order, and welcomed everyone. He asked if there were any corrections, amendments or additions to the minutes of the meeting held on 2/16/10. Mr. Moskowitz said that on page 3, Mr. Les Eisenberg made a motion and he was not sure that was what Mr. Eisenberg said. Mr. Eisenberg said he wanted to modify the statement. His statement was, "That the technology as described in the matrix be adopted without the cameras, on a voluntary basis, but incentivized by offering all for-hire license holders who adopts that technology, the opportunity to do so with full transferability of their medallions, to a qualified person without the requirement that they be a taxicab chauffeur." Mr. Moskowitz then made a motion to accept the minutes; Ms. Beltran seconded and it was unanimously approved.

Mr. Moskowitz requested information on recently passed legislation which would affect the taxi industry. He said that Mr. Feliciano knew about the subject matter and could provide more information. Mr. Feliciano stated that a certain Commissioner sponsored a Resolution in Dade County and in Tallahassee, and that a State Representative sponsored the item. He heard of it and helped sponsor an amendment to stop and/or change the Resolution; however, the legislation passed (HB 1271), which states that Dade County, under certain circumstances, may operate demand service vehicles. He inferred that Staff had knowledge of the Bill and did not advise TAG. He later apologized stating that he felt CSD should have known about the Resolution.

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Mr. Mora said that staff's only knowledge of HB1271 was a proposed amendment that preempted the owner-driver system and allowed transferability across-the-board to anyone.

Mr. Moskowitz asked when and how would the taxi industry be affected.

Mr. Eisenberg said that it was a large transportation bill and language was added that would permit the County, after a referendum, a one percent (1%) sales tax to go towards providing on-demand transportation. This service is not for disabled or senior citizens. Mr. Eisenberg said when he got wind of the Bill, he negotiated to strike certain language and insert the language regarding preemption.

Mr. Mora clarified that staff did not participate in the formation of HB1271.

Chauffeur of the 1st Qtr. of 2010: Mr. Moskowitz nominated 1-2 as Chauffeur of the 1st Quarter of 2010. Ms. Beltran seconded. All agreed with the nomination.

Taxi Stands Update: Mr. Mora stated that since the last report, one 2-car stand was created at the Grand Beach Hotel on Collins Avenue; one 10-car stand created at the University of Miami facility (operational Thursday thru' Saturday from 9:00 pm to 3:00 am). One 2-car stand was created at the Hamilton Inn in Homestead and one 4-car stand was created on Washington and Lincoln, replacing the 3-car stand which was closed due to construction. There are now a total of 174 taxi stands with 429 spaces, excluding MIA and Port of Miami. Regarding temporary stands, Mr. Mora said that those were created during special events such as Super Bowl Media Day, Super Bowl Sunday, the Miami Beach International Boat Show, the American Academy for Dermatology and the 2010 Sony Ericsson Open. Mr. Eisenberg asked if anyone had any idea how to get taxi drivers from the Airport to utilize taxicab stands. Mr. Gilberto Hernandez suggested that staff use the plan recommended by Dr. Mundy in the Taxicab Study; that of alternating cabs at the Airport. Someone mentioned a problem with the newly created 4-car stand on Washington and Lincoln, stating that the stand was on the wrong corner, since patrons had to cross the street to instead of walking to the corner. M. Cotayo explained why that particular stand was at that location and said the City was aware of the situation. .

Service Animal Ordinance: Mr. Mora said that on April 20, 2010, Commissioner Sally Heyman introduced an amendment to the service animal ordinance; this will address refusal to transport an individual with a service animal. This stemmed from an incident on 3/16/10 on Miami Beach when someone from Channel 10 and a Miami Beach resident with a service animal, stood at the corner and hailed a taxicab. Several cabs passed but failed to stop. Mr. Mora stated that the proposed amendment would increase the fines and penalties. He referred to a letter in the package sent to the PSCs, reminding them of County and State regulations.

Ms. Hyams commented that this problem is experienced all over the Country. Mr. Mora said that the public hearing would be held on 5/11/10 and the BCC Hearing on 6/3/10. Mr. Eisenberg made a motion that CSD increase its enforcement efforts and not recommend passing the amendment proposed by Commissioner Heyman. This was seconded by Mr. Feliciano.

Ms. Hyams said that she would like a separate ordinance to specifically address service animals since the current ordinance did not address that issue.

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Mr. Eisenberg further amended the motion to move Ms. Heyman's ordinance but with the existing fines and increase enforcement by doing sting operations. Mr. Feliciano said that it would be prudent to check what action has been taken in other cities. The motion passed with one abstention. Mr. Mora reiterated that the public hearing was on 5/11/10.

Letter – Selling Jobs from Dispatcher: Mr. Mora reported that during one of the GOC meetings, Commissioner Martinez expressed concern that some dispatchers were selling jobs to drivers. He requested staff to provide legislation that prohibits the practice. This was provided and in addition, a letter was sent to all PSC companies reminding them that such practice was a violation of the Code. PSCs present indicated that if and when that happened, action had been taken to stop it.

Technology without Dispatch: Mr. Mora reminded the Group that in February, a matrix was presented regarding new technology to be adopted. He said that staff felt that the consensus reached at the meeting, which required installation of credit card machine in taxicabs, was the most important requirement at this time and in a meeting with the Aviation Consumer Advocacy Work Group, one of their priorities was to have all cabs that enter the Airport equipped with credit card capability. This was also echoed in a meeting with the Downtown Hotel Advisory Group on March 29, 2010. Staff presented a draft ordinance requiring that all taxicabs have credit card capability and programmed with the flat rates. Mr. Iglesias, the Legal Advisor explained that the two components of the ordinance requires that (1) each taxicab meter would have to be altered to give printed receipts and programmed with the flat rates. There would a period of 180 days for implementation; and (2) the ordinance would require that FHL holders install credit card processing systems in the rear of each taxicab. The system must be linked to a global positioning system (GPS) with touch screen capability, and there would be no added charges for the use of the credit card. Mr. Eisenberg asked about charges for the drivers and Mr. Iglesias said that if there is a charge, the driver must pay for it.

Dr. Samek said that any extra charges could be paid by the driver, the PSC, advertising, etc. Mr. Eisenberg he did not think the driver should have to pay anything because that would give him no incentive to accept credit cards. However, he stated that the permit holder would be willing to pay if they were allowed the incentive of transferability. Mr. Moskowitz, said the person who owned the vehicle should be responsible for installing the equipment and if the permit holder had to install the equipment, he should be given the incentive of transferability. Mr. Singer said he also felt that the person who owned the vehicle should be responsible for installing the equipment.

Mr. Eisenberg asked the few drivers present if they believed that if drivers had to pay 5% for passengers to use credit cards, if they the drivers would discourage passengers from using their cards. One driver replied in the affirmative. Mr. Eisenberg then said that given the answer, staff should look for a different solution.

Mr. Mora said staff was looking into recommendations such as granting full transferability, cab fare increase, looking into vehicle ownership, and not mandatory requirement.

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Mr. Cohen said that using credit cards could generate bigger tips for drivers and that advertising could pay for the credit card charges; however, drivers should be educated in that regard.

During discussions, Mr. Mora explained that the document was a draft and still in review. Some drivers expressed resistance in paying for credit card usage. One owner/driver, Mr. Puente, praised credit card use but said that all cabs should not be mandated to have credit card equipment.

Mr. Eisenberg made a motion that CSD's proposed ordinance not only excludes the customer from paying a surcharge but exclude the taxicab driver from having to pay a surcharge for the use of a credit card. Further, that it is voluntary and that the incentivization for doing it, is to make all license holders have full transferability of their medallions as an incentive to take on this responsibility; which responsibility would be for them to be the merchant, as well as provide the equipment and the cost of maintaining it. Mr. Moskowitz seconded the motion and it was unanimously approved.

TAG Membership: Mr. Mora said there were three positions on the TAG that must be filled. One was the taxicab chauffeur with no interest in a medallion. The position was being advertised over a 30-day period and individuals were invited to submit their resumes to CSD. The others positions were the PSC Principal, Mr. Moskowitz, whose term expires in 2010 and the Representative of the Office of ADA Coordination. Mr. Mora stated that the term of the PSC principal could be extended for three years; he also extended the invitation to anyone interested in the position to submit resumes to the CSD.

Dr. Samek said that four members were absent at this meeting and also at the special meeting and he inquired about their status. Mr. Mora said he would advise them at the next meeting. He said that Mr. Khalid Salahuddin has replaced Mr. Fred Wong, who is on medical leave.

A driver said that the position of taxicab chauffeur with no interest in a medallion was a very important position in respect of the cab driver who is the backbone of the industry; and the person should be selected because of his ability, knowledge, experience and what he can do on behalf of the cab drivers. Dr. Samek asked him if he knew of anyone in the meeting who was capable. He said he had submitted his resume the last time. Dr. Samek encouraged him to apply again and attend the meeting.

There being no other business, the adjournment was moved and seconded.

CHAUFFEUR NOMINATIONS

April - June 2010

2nd Quarter

Nomination #2-1

CR original application 03/30/1999

Citations 2 (Paid) – Complaints 0

In a telephone call to the Consumer Services Department a passenger called to commend (the nominee) for providing excellent customer service. The caller was in town with his family. They were taken from Miami International Airport to the Fontainebleau. His son left a bag containing his and his brother's baseball gloves in the back seat after exiting the taxi at the hotel. The driver found the bag and returned it to the hotel and left the item with the hotel staff.

Nomination #2-2

CR original application 10/28/1988

Citations 1 (Paid) – Complaints 0

In a letter to the Consumer Services Department, the passenger writes:

I am writing today to inform you of the **GREAT** customer service I received from (the nominee). Recently, I was in the taxi going from Miami Airport to the Burger King Corporation on Blue Lagoon around 10 AM and exited the cab leaving my cell phone on the passenger seat. I didn't realize that I had left the cell phone until about 7 PM that evening. I called the phone and there was no answer so I assumed that it was lost forever. (The nominee) had found the phone earlier in the day and tried to open the phone to find my identity, but I have it password protected so he was unable to do it. I made one final attempt the next morning to call to the phone and to my surprise, the nominee answered the phone. I was shocked and happy at the same time. The nominee promptly brought the phone to me at Burger King, and after repeated attempts he refused to accept a generous finder's fee for his kindness. He would only accept payment for the taxi fare to bring the phone to me.

It is so refreshing to meet and experience someone like the nominee, an individual with outstanding personal character, honesty, integrity, and a customer service orientation that goes above and beyond the call of duty. Please share my favorable experience with his superiors. Thank you.

P.S. – I would appreciate you sharing my appreciation again with the nominee, and I hope that I find myself in the taxi every week.

Robert Perkins

Vice President, Talent Management and Inclusion

Burger King Corporation

Nomination #2-3

CR original application 09/13/1991

Citations 1 (Paid) – Complaints 0

In a telephone call to the Consumer Services Department, a passenger called to commend (the nominee) for providing excellent customer service. The caller indicated that she has used this chauffeur to take her to and from work for a number of years and is a very nice driver. The nominee is very helpful and makes sure that she gets into her apartment before departing.

In a telephone call to the Services Department, a passenger called to commend (the nominee) for providing excellent customer service. The passenger had left a wallet in the cab and the driver returned it.

Nomination #2-4

CR original application 02/04/2009

Citations 4 (Paid) – Complaints 0

In a chauffeur nomination form submitted to the Consumer Services Department a passenger writes:

Customer Service: Excellent

Driver's Knowledge: Perfect

Vehicle Condition: Excellent

Professional Attire: Excellent

Other: Nominee found my son's wallet and sent it back with cash and credit cards all intact. He is a first class person with integrity.

Nomination #2-5 - Two Chauffeurs

Nominee A (Chauffeur with the property)

CR original application 09/27/2002

Citations 1 (Paid) – Complaints 0

Nominee B (Supporting role)

CR original application 02/05/2010

Citations 0 – Complaints 0

In an e-mail to the Consumer Services Department, the passenger writes:

I am sending a very long over due thank you and acknowledgement of appreciation for a couple of the cab drivers registered within the Miami / Dade County system.

April 1st my family of 5 (mom/dad and 3 kids) traveled to Miami for a much anticipated trip to Miami and proceed on to a 3 day cruise to the Bahamas. When we arrived into the Miami airport we immediately caught a cab to our hotel, spent the rest of the day and evening exploring the Bayside area on the water and having a great time.

Upon returning to our hotel room our 10 year old was looking for his PSP and that was when we discovered he must have left his cinch sack bag in the cab we rode in from the airport. By this time it was 10pm and I was concerned we would never find the bag again. This bag contained not only his PSP, but an iPod, multiple games and movies for the PSP, a fleece jacket not to mention power cords of all the equipment, all total we estimated the value of contents of the bag to be about \$500, we were very depressed.

With little to go on I started making phone calls to a company I thought was the cab service we were in (as it turned out it was the wrong company), I also tried to call the airport, but of course with the time of night there was no one in answering phones. The only real clue we had about who we might talk to was that the cab drivers first name was (deleted) and his last name started with (deleted).

The next morning we caught a cab to the cruise ship dock and during the ride we started telling the cab driver, (nominee B), our dilemma with the lost bag, he totally understood our despair and offered up many potential solutions. He was incredibly helpful and went so far as taking my cell phone number, giving me his and offered to make a few phone calls and talk to some folks at the airport and get back to us before our ship took sail at 5pm that evening with any information he might have been able to find out about the possibility of finding the bag.

(Nominee B) left us about 11am at the dock and by 3pm he was calling me back with a phone number and a name of a person at the office in Miami that oversees ALL the cab drivers in Miami. That person was Steven Bobes and he too was incredibly helpful, when I explained to him our situation and I asked if there was anyway to search his system for an (deleted) with a last name that started with (deleted) he was not quite sure, but offered to try.

Sure enough he came across only two (deleted). At that point Steven offered to call them both and see if either of them had found a back with electronics. Within 30 - 45 minutes, Steven was calling me back with news I truly did not think I would get, he FOUND the BAG!!!!!! Steven then gave me the cell phone number of (the nominee B), who was the cab driver we rode with on Thursday April 1st, and who had found our bag in his car just that morning Friday April 2nd!

I immediately called (nominee B) to not only figure out how we could get the bag back from him, but also to thank him for being so kind as to admit he found the bag! With a bag of unidentified electronics like this, it would have been so easy for anyone to say no, haven't seen it and keep or sell the equipment for cash. Not (nominee B) though!!!! He was so kind and helpful and wanted to do whatever he could to get the belongings back to the family that lost them.

Because our ship was about to sail within a couple hours, there was no way to meet up with (nominee B) before we left for our weekend trip on the ship. With that, he offered to hold on to the bag and protect it for us over the weekend and we could contact him on Monday when we docked to meet him to get the bag back. That was exactly what we did.

We called him as soon as we were off the ship and he agreed to meet us back where he originally had dropped us off on Thursday April 1st and we would get the bag back, so that is what we did and our 10 year old son could not have been happier when he saw the (nominee B) pull up.

So to end this very long email, I just want to say without the help of (nominee A), Steven Bobes, and of course (nominee B) our vacation could have really had a sad memory built into it, but because these 3 gentleman, in our opinion went way above what they would have had to do, our vacation has nothing but WONDERFUL memories! Please

recognize the nominees and Steven for being outstanding cab drivers and employees of the Miami-Dade County cab service system!!!!

Thank you! Thank you! Thank you!

Yours Truly the Schmitz Family

Russ, Brenda, Landon, Katie and Nolan (the winner in this whole event, because he got his bag back)

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Nomination #2-6

CR original application 02/11/2003

Citations 3 (Paid) – Complaints 0

In an e-mail to the Consumer Services Department, the passenger writes:

I was in Miami for a long weekend over Mother's Day. I live in Great Barrington, Massachusetts. On Monday May 10, 2010 the doorman at the Raleigh Hotel hailed a cab for another hotel guest. She was not able to get in though, as the person she was meeting there had not yet arrived. The doorman offered the cab to me since I was on my way to the airport.

(The nominee) loaded my bag in to the trunk of his cab and we drove off in the noon traffic to Miami Dade Airport. I had my lunch in a bag and asked him if he minded if I ate it, neatly, in the back of his cab. He said that would be fine. We chatted a bit about New York City cabbies, which I am very familiar with having lived in that metropolis for 15 years.

As I finished my sandwich and wiped off my hands so I could look at the things I had purchased that morning on Lincoln Road, (the nominee) asked if I could help him. A woman had left her Blackberry in his cab several days before and he could not figure out how to learn from the complicated phone to which it belonged. I am not familiar with Blackberry phones, but I reached up to take it, willing to try.

There, in my freshly wiped hands, was my friend Mary and her husband Kevin on the screensaver! I did not have to do anything complicated to find the phone's owner; she was smiling out at me from the face of the phone!

(The nominee) was quite alarmed that I would happen to know this woman who had ridden in his cab from the airport the prior Thursday. I calmly explained to him that Mary and I had been at a gathering of women affiliated with the School of the Womanly Arts that took place at the Convention Center. I proceeded to call Mary's husband Kevin to let him know the good news that Mary's phone was retrieved.

It took several days for me to reach Mary as she and her husband had struck out on a holiday after the convention. I eventually reached her through her Face Book page.

The sheer serendipity of me landing in (the nominee's) cab is one element of this story. The more compelling feature is that he would so carefully keep Mary's phone until he found someone he could ask to assist him, even over 5 days. This is the element that speaks to me of his character. He seemed to me to be very gracious and professional, and concerned that he find the right home for this expensive piece of electronics that another person might have sold on the street. (The nominee) was appreciative of my help that was different from what he expected

I know the retrieval of Mary's phone may not have heroic proportions to it, but these days, it is wonderfully comforting to know there are people out in the world who upon finding something left inadvertently, would endeavor to find that objects' rightful owner. I am delighted to carry (the nominee's) card with me for my future trips to Miami. I would feel fortunate to be in his cab again. I am sure any traveler would agree with me.

Please submit this story to the contest you mentioned, Steve. And if at all possible, I would appreciate this being put in his file for future reference.

Respectfully yours,

Suzi Banks Baum
Artist Mom

Nomination #2-7

CR original application 03/16/2006

Citations 2 (1 Paid/1 Void) – Complaints 0

In a chauffeur nomination form submitted to the Consumer Services Department a passenger writes:

Customer Service: Nominee was our favorite driver during our one week trip to Miami.

Driver's Knowledge: Driving with the nominee was a pleasure. Helped us successfully navigate public transportation when applicable, which was greatly appreciated.

Vehicle Condition: No smoking allowed; very clean.

Professional Attire: Smelled great in cab; was very lean and well kept. Wore a polo shirt and was properly shaved.

Nomination #2-8

CR original application 05/14/2010

Citations 0 – Complaints 0

In an e-mail to the Consumer Services Department, the passenger writes:

Dear Madam or Sir,

Last week I had a wonderful vacation in your city that ended with an exceptional customer service experience that I must share. I spent 5 days playing golf at Doral with a few of my buddies who traveled with me. We decided to experience South Beach on Saturday night (6/5/2010) before leaving for home the following Sunday. I took a cab back to Doral later that night and fell asleep shortly thereafter. I was so impressed with the driver that I asked for his contact information to use him for future needed rides. I also gave him my business card. What first impressed me is what occurred during the trip to Doral. We encountered a young male speeding on a motorcycle. He was being chased by a single law enforcement agent. The cycle began to slow and eventually pulled over for the officer. But to prevent the perpetrator from running, the cab driver got involved, as a good citizen should, and sandwiched the cyclist between the police car. He then called local authorities for backup.

As if that was not enough, when I awakened the next morning I discovered that the driver had attempted to call me approximately 7 times throughout the night. I called him back and was informed that he found my credit card on the back seat of his cab! He even went a step further and brought it back to me at Doral with no charge!! Now that's service!

Please take the time to recognize taxi professional, (the nominee). He can be reached at (omitted). He is an example of how we should all live and truly believes in treating his customers' right.

Thank you for your attention.

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